

### Література:

1. Кількість підприємств за видами економічної діяльності з розподілом на великі, середні, малі та мікропідприємства : сайт URL: <http://www.ukrstat.gov.ua/operativ/fin>.
2. Індекс настроїв малого бізнесу – 2019. : сайт URL: <http://company.ligazakon.ua/arhives/7093>.

## Секція 2

### *Економічний потенціал суб'єктів підприємництва*

#### **STRATEGY FOR ENSURING ECONOMIC SECURITY OF ENTREPRENEURSHIP IN UKRAINE**

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Intensification of entrepreneurship is an important factor in regional development and security primarily due to increasing gross regional product and contributions to local budgets, creating new jobs and increasing employment, improving such structural components of economic security of the region as financial, social, technological, food, demographic, energy and environmental, as well as strengthening the innovation component of the competitiveness of the national economy [1].

An important theoretical and methodological basis for the study of state security is the work of such foreign scholars as J. Barber, L. Birken, K. Goodville, K. Davis, R. Leonard, T. Lowry, W. Samuels, and others. Among foreign authors who have made a significant contribution to the study of the place and role in the economy, the processes of formation and development of the business sector, it is worth noting E. Dolan, P. Drucker, K. McConnell, F. Mises, F. Knight, P. Samuelson, B. Santo, A. Smith, J. Tunen, F. Hayek, J. Schumpeter, and others.

Ensuring the economic security of entrepreneurship is an important task of state policy to ensure the economic security of the state. Entrepreneurship security is an objective prerequisite for the development of the business sector of the national economy, ensuring such structural components of state security as financial, social, technological, food, foreign economic, demographic, energy, environmental, and minimizing the likelihood of significant threats to national economic interests.[3]

Entrepreneurship in the system of economic security of the state is considered as a sector that operates on the basis of organizational and economic innovation in

order to create products (services) with new methods, open new sources of raw materials, markets to strengthen the innovative component of economic competitiveness.

Given the importance of the place and role of economic security of entrepreneurship in the economic security of the state, the priority subject of implementation of tasks to ensure it is public administration, and policy should be formed on the basis of a clear goal (creating appropriate conditions for starting and running a business, maintaining the appropriate level of protection of the business sector from internal and external threats, strengthening the role of business entities in minimizing economic threats to state security, ensuring innovative development and competitiveness of the economy), awareness of entities and their functions, mechanisms, methods and tools, resource provision [2].

The priority tasks of public administration bodies as a subject of implementation of the policy of economic security of entrepreneurship are to prevent the occurrence of such threats as reducing the level of business activity, subjective complication of access to business or economic resources, illegal interference in business entities, monopolization economy, a significant decrease in the level of efficiency of financial and economic activities and the use of resources for the critical mass of enterprises, the deterioration of the competitiveness of enterprises (including in the sectorial-territorial aspect), the formation of irrational and inefficient sectorial structure; significant reduction in production in basic economic activities.

The problem of economic security of entrepreneurship is exacerbated in periods of socio-economic instability, crisis, and changes in public administration, which are characterized by the likelihood of increasing systemic risks that significantly reduce the motivation of entrepreneurial activity.

Ensuring the economic security of entrepreneurship is an important task of public policy as a prerequisite for the intensification of entrepreneurial activity, which is an important factor in socio-economic development and security, allows strengthening the innovative component of the competitiveness of the national economy [2].

The decisive role of economic security of entrepreneurship in the system of economic security of the state requires significant improvement of methodology and methods of its research. In contrast to established theoretical approaches, where entrepreneurship is mostly considered as a commercial component of the business entity, and business security is associated with the economic security of the enterprise or its activities, in the economic security of the state entrepreneurship should be considered as a sector of the national economy. Creation of innovations, implementation of activities on the basis of "entrepreneurial spirit" is a source of development of innovative economy, within which due to better organization of production, economic and financial processes increases the potential and competitiveness of the economy, improves the country's position in the international division of labor [2].

Economic security of entrepreneurship is characterized by a set of conditions (socio-psychological, organizational and professional, resource, financial and

economic) initiation and implementation of entrepreneurial activity, the level of protection of the business sector from internal and external threats, and the place of entrepreneurship in minimizing economic security risks.

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### **OPTIMIZATION OF ENTERPRISE COSTS AS A WAY TO ACHIEVE COMPETITIVE ADVANTAGE**

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Cost management is a system of purposeful influence on the composition, structure and behavior of costs and their factors at all stages of formation and distribution of costs, based on the use of objective economic laws and management functions to increase the efficiency of the enterprise based on cost optimization, ensuring its competitiveness in the market and the achievement of strategic goals and current objectives of its development. The main task of cost management is to find the most efficient way to use available resources, namely cost optimization [1].

The process of optimizing the activities of the enterprise - is ways to find the most effective management methods in which the company would get the maximum effect with minimum costs.

Cost optimization is a continuous process of planning, accounting, analysis, cost control and decision-making on further economic policy of the enterprise using tools to motivate employees at all levels of the existing organizational structure. Planning is carried out in order to determine the required level of costs to ensure the efficient operation of the enterprise, as well as the calculation of profits that will be obtained at a certain level and cost structure; accounting - involves observation, identification of measurements and registration of the facts of consumption of resources in the process of economic activity of the enterprise; the analysis is carried out in order to determine the degree of rationality of costs and assess the impact of relevant factors on their level; organization and control - is to determine the places of formation of costs and centers of responsibility in order to track the causes of overspending or savings and identify those responsible for it; decision-making in the